



The year 2022 marks a new milestone for the OSPG: we proudly present our new logo and our new website! Both has been work in progress for quite some time, and we are happy to share the results with you now.

Our old logo has served well for 26 years, we found that it was time for a makeover, while keeping the initial identification. Since our association focuses on the Pacific Islands, we absolutely wanted a design from a Pacific Islander that represents the spirit of what we do. We are glad that we found Papua New Guinea artist Philemon Yalamu (together with Philemon Yalamu jun.), who took on this challenge with his company (<http://www.artech.com.pg>). In this regard, virtual collaboration is a blessing; the exchange with Phil went smoothly, he listened carefully to our requests and brought in his own ideas.



www.ospg.at

Welcome to the Austrian South Pacific Society (OSPG)!

NEW LOGO DEVELOPMENT PROCESS

In the process, he and his son took into consideration how to represent the link between Austria and the Pacific Islands, identifying the ocean as the connecting element, hence the oceanic blue theme. The logo integrates local design (such as the spearhead) and the southern cross - a stellar constellation in the Southern hemisphere that is of high importance in navigation and can also be found in some of the Southern countries' flags. "Kasaeli" is the term used to designate canoes in the Northern part of PNG. The canoe is used as the main mode of transport all over the Pacific Ocean and connects people. The circular form represents the global connection, as do the ocean waves.

Phil [shared a video](#) with us where he explains thoughts and processes behind the creation, we highly recommend to watch it!

We are more than happy with the result and we believe that this new and modern logo will accompany us for a long time and will enhance our visual recognition. It will add value to all our activities and publications.



QR-code linking to explanation video of the new OSPG logo design process!

NEW OSPG WEBSITE

The other issue that has been troubling us for some years now was our website. Requirements change, and a makeover was also necessary here. Through the support of the City of Vienna and of John D. Marshall, we were able to launch this overdue activity. Kaleb Warnock, an independent web designer, brought the OSPG virtually into the 21st century. The new look is easier to use, and it represents how the OSPG has evolved over time, who we are and what we do. It includes some new sections, such as a direct way to order our publications and a section entirely dedicated to book reviews.

Do not hesitate to take a look and browse through our new Website: www.ospg.at



Figure: New logo design process

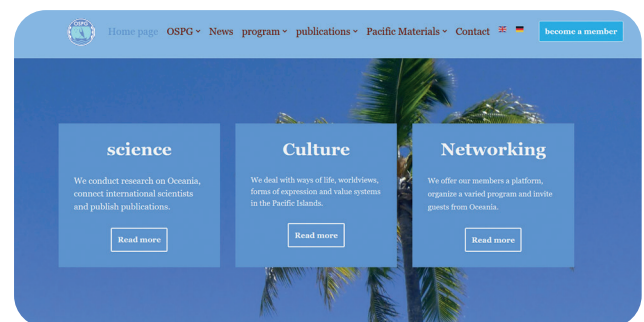


Figure: Excerpt from new OSPG website

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